been dreading this World Cup as many of their regular golfers will have chosen to forego their usual golfing exploits in favour of watching football for a month. This obviously will impact on club finances (as well as the viewers’ marriages) and it has been interesting to see how some clubs have tried to diversify their marketing in order to attract as many golfers as possible in order to soften the blow. Here, at Birchwood, we have painted huge St. Georges crosses on lawns outside the clubhouse (see website) and hung flags from every available post and pillar so our players can see how committed we are to their golf and football demands. It certainly seems to be generating interest locally if nothing else!

The next Kent Section golf day is only round the corner so try to get some practice in between the football matches (as you can probably tell, I would never make it as a marriage guidance expert). Our happy group of golfers shall be travelling to the North Kent coast to play Herne Bay Golf Club on July 27 (perhaps you can drop the family off at the beach first!). This is our third outing this year and the days just seem to keep getting better. It has been nice to welcome several new people to our events this year and I'd like to thank everyone for making these days so enjoyable and to all our sponsors for helping to subsidise the costs of putting on our various activities.

Nothing more to add this month but please check out our webpage for more regular news, results, player handicaps and sponsors. I hope to see as many of you as possible on the 27th at Herne Bay where we can all indulge ourselves in a day of golf by the seaside and musing over where it all went wrong for England’s football team!

Best of British
Rob Holland
www.kentgreenkeepers.com

As I sit seeking inspiration for my July column I ask myself where the first six months of 2010 have gone. It’s hard to believe that the Open is only a couple of weeks away when memories of a spectacular finish to last year’s tournament at Turnberry are still relatively fresh in my mind.

My hopes are pinned on a British winner, the game needs the lift that this would bring and it would be nice to see the UK get behind its hopefuls in a similar, though perhaps not quite as flamboyant, way to that demonstrated in football for the World Cup.

As you will read elsewhere in this edition of Greenkeeper International the annual BIGGA Charity Golf Day was a great success and thanks go to Q Hotels for courtesy of the course. A thank you also to those teams that entered and without whom the event would not have taken place, congratulations go to the team from Ransomes Jacobsen who were the overall winners. As always the day provided a useful opportunity for BIGGA staff, greenkeeper Members and industry representatives to network in an informal atmosphere.

The early indications for the Association’s results for the financial year just finished (30th June) are positive and should produce a moderate surplus, the budget for 2010/2011 is not quite as good though and so much depends on Harrogate in particular. The bookings to date are reasonably good with 74 exhibitors confirmed and a significant number of others who say that are not yet in a position to commit. If you look at the plans on www.harrogateweek.org.uk you will see that we have reconfigured the four main exhibition halls and BIGGA will itself take a more prominent position. A new initiative for 2011 is to develop the environmental side of the golf club and we will be creating a zone dedicated to related products and services. If any members have contacts for potential exhibitors then please pass on details to Sue in the office, she is already working on a number of leads but a few more would always be helpful.

Finally I would like to congratulate Cecil George who is to be presented with the BIGGA Lifetime Achievement Award. For many Cecil is noted for his regular contribution to BIGGA’s AGM or perhaps his past involvement with the BIGGA Open Support Team but his real claim to fame comes as flamboyant, way to that demonstrated in football for the World Cup.